

**NZ SNOW INDUSTRIES FEDERATION INC  
MINUTES OF THE EXECUTIVE MEETING HELD ON TUESDAY 7 APRIL 2009  
AT THE SUDIMA HOTEL CNR MEMORIAL AVE & ORCHARD RD  
CHRISTCHURCH  
AT 10.30AM**

**1. PRESENT:**

Martin Schnelle            President  
Roland Kuhn  
Steve Schikker  
Rob Janssen  
Sean Drinkwater  
Clint Atkins  
Miles Davidson            Secretariat

**2. APOLOGIES:** Nil

**3. MINUTES OF LAST MEETING – 25/11/09:**

**Moved:**        M Schnelle

**Seconded:**    R Kuhn

That the Minutes of the meeting held on Tuesday 25 November 2008 in Christchurch, as previously circulated be approved as a true and correct record.

**CARRIED**

**4. MATTERS ARISING:**

**a) NZSC** – An AGM for the NZSC will be held by conference call in the near future. No issues are in front of the NZSC at the present time.

**Awards** – Nomination forms for the 2009 Contribution to Snow Sports Award will be sent out later in the year. The Executive and or NZSIF members can make nominations. If an NZSIF member wins the award it will be presented at the trade fair in Taupo.

**b) ISPO Cards** – The NZSIF has been issuing ISPO cards to its members since the 2005 Winter ISPO. The relationship with ISPO since Martin Schnelle's negotiations 5 years ago continues to be healthy.

28 cards have been issued to members in 5 years. Our equivalent organisation in Australia (SIA) would like to offer the same benefit to their members as well.

It is recommended that the NZSIF and ISPO have an MOU renewable annually setting out the responsibilities of both parties and put the partnership on a more professional footing.

A draft MOU has been prepared and Martin Schnelle is reviewing this currently. It was agreed that M Schnelle and M Davidson continue to develop the MOU and present it to ISPO and SIA when they are happy with it.

**5. FINANCE:**  
**a) Budget 2008/09 –**

	<b>2008/2009 BUDGET</b>		
<b>INCOME</b>	<b>2009 BUDGET</b>	<b>31 Mar 09 ACTUAL</b>	<b>31 Mar 08 ACTUAL</b>
Subscriptions	23,000.00	11,700.00	11,060.00
Interest	9,000.00	4,705.65	7,903.90
Trade Fair Surplus	12,391.00	12,391.00	28,958.46
NZSIA Membership	7,050.00	4,500.00	4,200.00
<b>TOTAL</b>	<b>51,441.00</b>	<b>33,296.65</b>	<b>52,122.56</b>
<b>EXPENDITURE</b>			
Audit/Accounting	1,100.00	1,100.00	1,020.00
Admin Contract (Sep 08-Aug 09)	26,650.00	15,166.62	15,166.62
Meeting Expenses	4,500.00	3,069.24	1,937.68
Disbursements	4,500.00	4,016.78	2,205.47
Bank Fees	50.00	42.50	0.00
NZSC/Awards	0.00	225.00	0.00
Consultancy/Publications/Website	1,000.00	373.53	900.00
Trade Fair Space Rebates	0.00	0.00	0.00
Credit card Commissions	1,200.00	996.46	856.75
Printing & Stationery	0.00	0.00	0.00
Taxation Adjustment	691.00	0.00	488.59
Carpet Depreciation	0.00	0.00	12,233.00
NZSIA/NZRA Membership	11,750.00	0.00	0.00
<b>TOTAL</b>	<b>51,441.00</b>	<b>24,990.13</b>	<b>34,808.11</b>
<b>Excess Income over Expenditure</b>	<b>51,441.00</b>	<b>8,306.52</b>	<b>17,314.45</b>
<b>Marketing Fund</b>			
<b>INCOME TOTAL</b>	<b>20,000.00</b>	<b>11,700.00</b>	<b>10,250.00</b>
<b>EXPENDITURE</b>			
PR Campaign	0.00	0.00	0.00
<b>TOTAL</b>	<b>0.00</b>	<b>0.00</b>	<b>\$0.00</b>
<b>Excess Income over Expenditure</b>	<b>20,000.00</b>	<b>11,700.00</b>	<b>10,250.00</b>

M Davidson reported on the above budget to date. Figures are comparable to last year and actuals are tracking with budget.

Meeting expenses are higher than the year before due to more Exec members based outside of Christchurch but this item should come in on budget. Disbursements are higher due to M Davidson's expenses in Wanaka during the trade fair.

Credit card commissions will increase in June and for paper transactions commissions are increasing from 1.98% to 2.25%. This is still considerably less than commissions paid before switching to Westpac through NZSIA/NZRA.

No expenditure is budgeted in the marketing fund budget until the Executive decides on initiatives to be undertaken. This will be discussed later in the meeting.

**6. MEMBERSHIP:**

**a) Membership Report – 56 members paid the 07/08 sub.**

A list of financial and non financial members is below. 59 members have been invoiced for the 2008/09 sub.

As at 31 March 2009 - 30 have paid, 27 have not paid and 2 have resigned.

**Membership List (31):**

WHOLESALEERS	RETAILERS
ALLSPORTS DISTRIBUTION LTD	BASE
ALPINE & LEISURE	BROWNS
BEATTIE MATHESON	EDGE TO EDGE
BOBO PRODUCTS	GLOBAL OUTDOORS
BOCARA (HELLY HANSEN)	GORDONS OUTDOOR EQUIPMENT (WELL)
BOLLE	GORDONS OUTDOOR EQUIPMENT (TAUPO)
BRANDEX ADVENTURE SPORTS LTD	GNOMES
JONES BROS LTD	H & J SMITH - ELEMENT
MARVELOX ADVENTURE	OUTSIDE SPORTS
MOTOR ACCESSORY LTD	RACERS EDGE PLANET SNOW
MOUNTAIN WEAR	ROY TURNER SKI & BOARD SHOP
SNOWORLD SPORTS	SNOW AND SURF LTD
SPORTIVE NZ LTD	THE SKI SHACK
TARANAKI RUBBER CO LTD	TOKAANU SKI SHOP LTD
W H WORRALL & CO LTD	TURANGI SKI HIRE
WILLIAM P WALKER & SON LTD	

**To Pay (26):**

COLORADO TRADERS LTD	EIVINS
FREERIDE DISTRIBUTION LTD	GOOD SPORTS
GRAVITY SPORTS	ONE STOP SKI SHOP
HEAD NZ	R & R SPORTS (HAMILTON)
MEIER SPORTS	R & R SPORTS (CHRISTCHURCH)
MOMENTUM SPORTS	R & R SPORT (QUEENSTOWN)
PROSOURCE	R & R SPORTS (DUNEDIN)
PYRAMID DISTRIBUTION LTD	R & R SPORTS (AUCKLAND)
SOUTHERN APPROACH	R & R SPORTS (WELLINGTON)
SUMMIT COLLECTIVE	R & R SPORTS (NELSON)
	SNOW CENTRE NEWMARKET
	SNOW CENTRE SNOW PLANET
	SNOW CENTRE OHAKUNE
	SUN & SNOW
	VERTICAL @ WHAKAPAPA
	WOMBATS

M Davidson reported that Turangi Ski Hire has paid its sub since the agenda was prepared and the above list has been amended.

Good Sports in Wanaka is now Outside Sports in Wanaka and an approach will be made to Outside Sports about joining the Wanaka outlet under the group sub scheme. Good Sports has been a member of the NZSIF although have not paid this year's sub. It is suggested that Browns be approached about joining the Auckland outlet under the group sub scheme.

**b) Resignations:** Adventure Extreme (wholesaler), Station Lodge (retailer)

**c) Group Membership** – The new group membership subscription has been applied to Gordons (Wellington and Taupo), R & R Sports (Auckland, Hamilton, Christchurch, Dunedin, Nelson, Wellington and Queenstown) and Snow Centre (Newmarket, Snow Planet and Ohakune)

**7. TRADE FAIR:**

**a) 2009 Trade Fair -**

**Venue** – Taupo Events Centre

**Dates** - Monday 12 October (Set Up) – Thursday 15 October 2009

**Programme –  
Monday 12 October**

8.00am to 5.00pm	Set Up
5.00pm	Executive Meeting – TF Venue
6.00pm	Wholesalers Meeting – TF Venue

**Tuesday 13 October**

8.00am – 7.00pm	Trade Fair open
6.15pm	Retailers Meeting – TF Venue

**Wednesday 14 October**

7.15am – 8.30am	AGM Breakfast – Venue to be confirmed
8.30am – 6.30pm	Trade Fair open
7.30pm –	Show Party – Taupo venue to be confirmed

**Thursday 15 October**

9.00am to 3.00pm	Trade Fair open
3.00pm to 11.30pm	Breakdown

**Friday 16 October**

9.00am to 4.00pm	Snow Day @ Mt Ruapehu
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**Actions:**

Secure quotes for panels, freight, electrical hire, catalogue and functions – Provision of one power point per stand and 2 flood lights for small stands and 4 floods for large stands are to be included in the budget this year. M Davidson is to check on wireless internet connections in the Taupo venue. Decide on the panel provider - Obtain quotes from Peek and Displayways. Include retailers' lounge subject to space.

Prepare Trade Fair Budget – This will be submitted in June/July and a conference call will be convened to discuss it. M Davidson advised that a member has suggested financial incentives for retailers to attend – eg. A \$200 voucher issued to the first 20 retailers registrations. This was not agreed to at this stage.

Confirm venues for the AGM and NZSIF party – The Yacht Club is suggested for the AGM breakfast. M Davidson advised that the Yacht Club is not available on Wednesday evenings therefore the party cannot be held there. Manuels, Oasis and Great Lake Centre were suggested as possible venues. Manuels and Oasis will also provide accommodation options. M Davidson advised he is attending the Explore Trade Show to be held in Wellington at the end of April. Tourism Taupo will be represented and these options can be developed. C Atkins also offered to help.

It is suggested that the working budget be \$10,000 for the party and include entertainment and food. A cash bar will operate and it is suggested approaching the Taupo Ski Club to see if they would organise the cash bar on a fund raising basis. C Atkins will raise this with the club.

The entertainment is to include a band. S Schikker suggested Working Class and C Atkins also had another band worth approaching.

The party is to be themed - eg P Theme, Playboy, Warehouse and other possibilities were discussed. Executive members are to think about this for the next meeting.

On snow day Mt Ruapehu – Whakapapa suggested depending on the weather.

## **8. 2009 PR CAMPAIGN:**

Pead PR was invited to submit a proposal (attached separately) for media relations in 2009. For the past 3 years Pead has undertaken this role on behalf of the NZSIF.

Pead is recommending a focus on proactive and reactive media relations to reach defined target audiences with accurate, usable and actionable information.

The programme is for 4 months – May to August and will include pre season activity, snow (slow start key messages or good start key messages), season opening and season is underway. The fee is \$8,000 plus GST - \$2,000 per month.

Feedback at the 2008 trade fair supported engaging Pead to look after PR particularly if the season starts slowly.

Other feedback includes:

If Pead is having trouble with media not picking up material and publishing it then regardless of how much we spend they cannot achieve a result. The Executive should look at other options for the marketing fund such as advertorial rather than editorial.

If Pead is engaged we need to be able to measure effectiveness and value for money.

Promote the snow safety angle to the consumer as well as industry interest – use good gear for protection from the elements and safety equipment.

After discussion it was agreed not to engage Pead PR this year on the basis proposed. It is acknowledged that the ski areas are geared up to handle media if the season gets off to a slow start.

It was agreed that negative media can be handled by M Davidson and if professional help is required an approach can be made to the Exec to consider engaging a PR firm such as Pead.

The Executive was happy to hold the marketing funds for a year if no initiatives worth supporting came to hand. Learn to ski and board programmes were discussed and there is support to make the pie bigger. Consideration should be given to re-introducing these programmes with or without ski area support if this is possible.

## **9. INDUSTRY DEMO DAYS 2009:**

Members were invited to provide feedback about the demo day programme. 12 wholesalers responded and 9 retailers (5 North Island and 4 South Island) responded.

A majority of members supported continuing industry demo days. Due to Mt Hutt charging for lift tickets and limited support from Canterbury retailers most members supported dropping Mt Hutt from the programme.

Support was received for including an industry workshop in the North island programme in the event members are unable to get onto the snow. The workshop is to include boot fitting, clothing, ski/board sales and snow sports safety. Members attending will provide the expertise to run the workshops. If the mountain is closed on Tuesday the workshop will be held in Ohakune and hopefully members will be on the snow on Wednesday.

Support was received for options 3 and 4. Option 3 includes Snow Park however this area is operating on a limited basis this year and is not really big enough for ski testing.

Option 4 was therefore supported by the Executive changing Cardrona to Tuesday 30 June.

Agreed programme:

Cardrona Tuesday 30 June

Turoa Tuesday 21 – Wednesday 22 July (Contingency)

It has been suggested that an industry demo day be held at Porters Ski Area. This area tries to open when the school holidays start therefore scheduling a demo day in the week leading up to the holidays is a bit risky. If there was interest from Canterbury/Nelson a programme could be put in place after the holidays subject to the area's agreement. M Davidson is to gauge support for this and approach the ski area. A suggested date is the last week of July.

## **10. INJURY PREVENTION PROGRAMME:**

The Snow Safety Group met in November 08 to review the 08 programme and consider the Ski Binding Standards and Related Research report prepared and presented by Brenda Costa-Scorse AUT. The Snow Safety Group endorsed the 4 recommendations made in the report and work will now start on a programme for implementation.

The programme this winter will include:

Continue with research and gather information to prepare presentation of the following standards to the industry and a training resource. This relates to standards ISO 13993 – 2001 Rental and Ski Shop practice and AFNOR FD S 52-748. It is proposed to implement by 1 May 2010.

Prepare a business case seeking support to introduce binding calibration programmes in NZ. Present the business case to industry at the end of the 09 winter.

Offer equipment checks to consumers through NZSIF outlets in 2009.

Promotion of safety equipment including wrist guards to snowboarders and helmets for all snowsports participants

Distribute point of sale material: wallet card, snow responsibility code posters, promote the new Sport Smart Website and Snow Safety Week

Injury report forms will be provided to all ski areas and data from these forms will be entered into the National Incident Database (NID).

Introduce an agreed injury coding system for use by all registered users of the NID.

Produce an instruction manual for all areas setting out how to complete the injury report forms and NID. The manual can be used for training purposes and for reference during the season by all ski area staff – patrollers, medical staff (including contractors) and administration.

It is recommended that free equipment checks be offered through NZSIF retail outlets. The offer can be advertised on appropriate websites and advertising. ACC has advised that it will fund the production of resources but will not fund paid advertising this year due to its current financial situation and profile.

**Recommendation:**

That all NZSIF retail outlets support the free equipment check programme  
The programme is promoted on websites such as ACC, ski areas, consumer sites and NZSIF.

The recommendation was agreed to. The resources are to be distributed to members. R Kuhn recommends that retailers use the resources for all equipment serviced whether customers know about the programme or not. Education is important and this is one way to alert customers to the programme. Stickers can be stuck behind the heel piece and the check cards given out when gear is collected. Change the colour of the stickers to black, silver or grey and consider taking the date off.

**11. GENERAL:**

**a) Pro Deals Snow Sports Instructors** – The NZSIA has approached M Schnelle about the current pro deal policy. M Schnelle recommends the Executive reaffirm the policy and advise NZSIA accordingly. The policy will change to reflect the new names of the qualifications.

**Moved: R Kuhn**

**Seconded: S Drinkwater**

That the current policy is reaffirmed and terms and conditions be added – pro deals available from participating NZSIF retailers and wholesalers (optional) and equipment is subject to availability.

**CARRIED**

**b) Member Benefits** – It is suggested awards for retail, wholesale and rep of the year are reintroduced. This was not supported however if members want to do fun awards like last year at the trade fair party this is fine.

It is also suggested that a mystery shopper programme be looked at. M Davidson is to look at the current programme offered by NZRA and provide the information for consideration.

**c) Import Stats** – M Davidson advised that Ski Industries America and Australia are undertaking import research and have invited the NZSIF to be included and request the same material from wholesale members. It is more comprehensive than stats collected previously.

M Davidson is to gauge interest from wholesale members to see if there is support to introduce it here.

**11. NEXT MEETING:**

It is recommended that the next meeting be a conference call in July to sign off the trade fair budget.

The meeting concluded at 3.20pm

Signed as true and correct record:

**President** \_\_\_\_\_

**Date** \_\_\_\_\_